Owner.com vs ShopLaunch — 2026

2026 comparison · $249 + 5% of orders, or $499 flat; guests pay 5% either way · checked 11 Nov 2026

OWNER, 3 YRS FLEXIBLE

$17,964

$249/mo + 5% of orders, at $5,000/mo in online sales

OWNER, 3 YRS FLAT

$17,964

$499/mo × 36, no restaurant fee. Guests still pay 5%.

SHOPLAUNCH, ONCE

$199

Page, menu, QR, posters. No ordering, no subscription.

Both plans include the whole platform: AI website, online ordering, branded app, SEO pages, loyalty, email/SMS marketing, catering, migration, 24/7 support. Month to month with no cancellation fee. The two plans cross at **$5,000/mo of online orders**; at $2,000/mo Flexible is $12,564 over three years, at $10,000/mo it is $26,964.

Side by side

	Owner.com	ShopLaunch
Subscription	$249/mo + 5% of orders, or $499/mo flat	**$49 / $199 / $499, once**
Fee per order	5% to Owner on Flexible; guests pay 5% on both	**None**
Contract	Month to month, no early-exit fee	**No contract**
Includes	Website, ordering, branded app, SEO pages, loyalty, marketing	**Website, menu, QR, posters, posts**
Hardware	Kitchen tablet listed; price not published	**None**
Time to live	Guided migration; no published timeline	**24 hours**
If ordering is your business	This is the product for that	**We take no orders or payments**
Year 1 at $5,000/mo	$5,988 on Flexible	**$199**
What you keep	Your site inside their platform	**Files and links you own**

The test to apply before you sign

- How much of my monthly online sales is new revenue, and how much would arrive by phone anyway?
- At my volume, is Flexible or Flat cheaper this year — and next?
- Can the 5% guest fee be absorbed by me instead? It isn't published.
- What is the Owner POS price, and is it required for any feature?

What $199 buys, delivered in 24 hours

A mobile page on a real URL (hours, prices, photos, tap-to-call, directions) · a digital menu with one QR code per table, print-ready · three print-ready posters (window hours, counter QR, menu board) · five Instagram posts with captions · an edit key so you change prices yourself. $49 is the page alone; $499 builds a menu of up to 60 items and 30 days of small updates. No subscription, no commission, no hardware.

ShopLaunch Studio · shoplaunch-app.pages.dev/vs/owner
One form, five minutes, live the next business day. Payments by Polar Software, Inc. (merchant of record). ShopLaunch does not sell POS hardware, card processing, reservations or online ordering with payment.

Sources: owner.com/pricing, read 12 Oct 2026 (plans, fees, guest fee, contract terms); card rate 2.9% + $0.30 from Owner.com's own comparison table, 28 Oct 2026. Owner POS and multi-location prices are not published.